

Commonwealth of Virginia  
Department of Education  
Office of Educational Technology  
101 North 14<sup>th</sup> Street  
PO Box 2120  
Richmond, VA 23218-2120

July 17, 2006

To: Educational Technology Vendors

From: Richard Schley, Exhibit Chair

Subject: 2006 Educational Technology Leadership Conference

The Virginia Department of Education, Office of Educational Technology will host the twelfth annual Educational Technology Leadership Conference at the Hotel Roanoke & Conference Center, November 29, 30, and December 1, 2006. The theme of this year's conference is "Technology and Learning: Virtually Everywhere." Over 1,000 instructional technology leaders representing local school division technology coordinators, directors, curriculum specialists, building level administrators, media specialists, and purchasing agents attended the 2005 conference. We anticipate this year's conference to exceed last year's attendance.

The enclosed exhibitor's packet includes an exhibitor's information sheet, a release form, a contract, a customization order form, a conference sponsor application, and a diagram of the exhibit areas. **Please note the spaces that are available on the diagram. Because of the Early Bird Special quite a few spaces have already been taken.**

As you can see from the enclosed diagram, the exhibits will be located in the Crystal Ballroom and the Prefunction Areas of the hotel. Please indicate a first, second, and third choice for a booth. Every attempt will be made to honor your request, however it may be necessary to change your location because of extenuating circumstances.

Vendor exhibits are a vital component of our conference. They provide an opportunity for conference attendees to talk with you and see demonstrations of the latest in hardware and software. The exhibits also represent a considerable source of revenue for the conference. It is this revenue that supports a number of conference offerings. We hope that your schedule will permit you to participate in this year's conference.

If you have any questions about the conference, please feel free to contact me by telephone at (804) 371-6882, Email: [richard.schley@doe.virginia.gov](mailto:richard.schley@doe.virginia.gov) (preferred), fax at (804) 371-2455, or surface mail addressed to Richard L. Schley, Virginia Department of Education, P.O. Box 2120, Richmond, VA 23218-2120.

## EXHIBITORS INFORMATION

### Conference Location, Dates

Hotel Roanoke & Conference Center  
November 29-December 1, 2006

### Exhibit Set Up Schedule

Tuesday, November 28 - 7:00 p.m. to 10:00 p.m. If the exhibit company has completed setting up the exhibits, exhibitors may begin to set up as early as 4:00 p.m. Exhibitor packets will be delivered at 7:00 p.m.

Wednesday, November 29 - 7:00 a.m. - 10:00 a.m. Exhibit area is open for set up.

### Exhibit Schedule

Exhibits open 10:00 a.m. - 6:00 p.m.

Thursday, November 30 - Exhibits open 9:00 a.m. - 6:00 p.m.

### Exhibit Breakdown Schedule

Breakdown of exhibits begins at 6:00 p.m.

### Exhibit Booth Fees

#### Prefunction Areas

**6' x 8'** \$700 (includes basic electricity) Spaces may be combined. There are no discounts for multiple spaces. Some larger spaces may be designed and will be priced accordingly. Please contact us before submitting forms. Refer to Exhibit Area Map for booth placement.

#### Crystal Ballroom

**6' x 8'** \$700 (includes basic electricity)  
Some spaces may be combined. There are no discounts for multiple spaces. Refer to Exhibit Area Map for booth placement and pricing.

### Refunds

Refunds will be made only if the exhibit space is sold out.

#### Included in Exhibit Booth Rental

- Set up and dismantle time
- General lighting
- Standard heating/air conditioning
- 6' table for each 8 linear feet of booth space
- Standard pipe and drape
- Vendor name identification sign
- Standard 120 volt electrical outlet; not to exceed 600 watts load for each space up to 8 linear feet

#### No Not Included in Exhibit Booth Rental

- Labor
- Cleaning or janitorial services
- Liability coverage/insurance
- Fire, theft or loss coverage/insurance
- Conference registration, lodging, meals
- Telephone or Internet connection
- Electrical service with loads beyond 600 watts. There is an extra charge for electrical service exceeding 600 watts.
- Extra tables or drapes in a booth space
- Meal functions

#### Character of Exhibits

The Department of Education reserves the right to decline or prohibit any exhibit that is not suitable to, or is not in keeping with, the character of the conference. No exhibitor may assign or sublet any portion of the space contracted. An exhibitor may not display any product not regularly manufactured or handled by their firm.

#### Payment for Space

Exhibit space is available on a first-come, first-served basis. **Payment for the exhibit space is expected with the return of the contract.** Your check will be returned if all available spaces are sold by the time that it is received. **Checks should be made payable to the Virginia Department of Education** and received on Friday, September 1, 2006. Please include a notation on the check to indicate it is for the technology conference.

#### Payment should be mailed to:

**Richard L. Schley**  
Educational Technology  
Virginia Department of Education  
P.O. Box 2120  
Richmond, VA 23218-2120  
(804) 371-6882  
Fax: (804) 371-2455  
Email: [richard.schley@doe.virginia.gov](mailto:richard.schley@doe.virginia.gov)

#### Vendor Presentations Opportunities

Available to Gold and Silver Sponsors

### **Exhibitor's Responsibilities**

Each exhibitor is responsible for having the exhibit set up by 10:00 a.m. on November 29th. Exhibits should not be broken down until after 6:00 p.m. on November 30th. Nothing should be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the Hotel Roanoke & Conference Center. All printed advertising, flyers, etc. should be distributed from the exhibit booth.

### **Release of Liability**

The enclosed ***Release of Liability*** form for the Virginia Department of Education and the Hotel Roanoke & Conference Center **should be signed and returned along with the Exhibit Contract**. A copy of the release must be on file before an exhibit may be displayed.

### **Advance Shipments and AV Equipment Rental**

Please contact Ann Rule, Conference Consultant, Hotel Roanoke & Conference Center at (540) 853-8218, for information regarding renting audiovisual equipment. The exhibit company will handle the shipment and storage of equipment. Details will be sent with your payment receipt and booth confirmation.

### **Hotel Room Rates and Reservations**

Conference Rates are:

Single Occupancy: \$75.00

Double Occupancy: \$95.00

\$10.00 each additional person, per room, per night. (Add 9.5% sales and occupancy tax) Room reservations must be made directly with the Hotel Roanoke by calling 540-985-5900 or toll free at 866-594-4722 by 5:00 p.m. October 27, 2006. Identify yourself as an exhibitor at the Virginia Department of Education's Educational Technology Leadership Conference.

### **Advertising in the Conference Program**

Advertising space is available in the conference program for \$400.00 per  $\frac{1}{4}$  page. The deadline for the ad copy is September 1, 2006. The ad for the conference program must be a black and white ad with the following specifications:  
Size - 1/4 page ad (3.5 x 4.5 inches)  
Size - 1/2 page ad (7.5 x 5 inches)  
Size - Full page (7.5 x 10.5 inches)

#### Artwork:

1. Ads may be submitted as high resolution (300 dpi) JPEG file, or as a MAC format QuarkExpress 5.01 (or earlier) document. If sending a Quark file, collect for output and include all fonts.
2. Burn ad/ads to a CD, include a laser copy of the ad and ship to Richard Schley.

### **Corporate Sponsor**

Exhibitors who wish to take a more active role in the conference can become a conference sponsor. Please see the Corporate Sponsor Application if you are interested. A variety of participation options are available.

### **Exhibitor Receptions**

This year, there will be no exhibitor reception as part of the conference schedule. Exhibitors who wish to sponsor their own receptions, can do so either in the hotel or in some of the local establishments in town. Reception invitations should be distributed at your booth to encourage booth traffic.

**RELEASE OF LIABILITY**  
**for**  
**Virginia Department of Education**  
**Educational Technology Leadership Conference**  
**Hotel Roanoke & Conference Center**  
**November 29 - December 1, 2006**

The Exhibitor named below shall be fully responsible to pay for any and all damages to property owned by the Hotel Roanoke & Conference Center or the Virginia Department of Education used during the course of the Educational Technology Leadership Conference.

The Exhibitor agrees to defend, indemnify and hold harmless, the Virginia Department of Education, Hotel Roanoke & Conference Center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property.

The Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invites which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part therefore.

EXHIBITOR\_\_\_\_\_

BY\_\_\_\_\_

(Signature and Title)

DATE\_\_\_\_\_

**Please sign and return with the**  
**Contract for Exhibit Space**

## CONTRACT FOR EXHIBIT SPACE

If you wish to exhibit at the Virginia Educational Technology Leadership Conference November 29 – December 1, 2006, please complete and sign this contract. **Payment for exhibit space must be sent with the contract.** Please be advised that refunds cannot be made once a check and a contract are received, unless all exhibit space is sold out at the time of receipt. Subject to the price and terms as outlined in the instructions accompanying this contract, we hereby request space for exhibit purposes.

**Please, PRINT or TYPE all information clearly.**

\_\_\_\_\_  
Name of exhibiting firm (This will also appear on your booth sign)

\_\_\_\_\_  
Name of exhibit contact person

\_\_\_\_\_  
Title

**(Please enclose the name(s) and all contact information for persons who will be staffing the exhibit spaces if they are different than those listed here.)**

\_\_\_\_\_  
P.O. Box or Street Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Voice Telephone

\_\_\_\_\_  
FAX

\_\_\_\_\_  
e-mail Address

Fees enclosed:

Quantity \_\_\_\_\_ 6'x8' — booth spaces at \$700.00 each \$\_\_\_\_\_

Booth # (preference – select three) \_\_\_\_\_

OR

\_\_\_\_\_ Corporate Sponsorship (Bronze - \$1,200, Silver \$ 2,200, Gold \$ 3,200) \$\_\_\_\_\_  
attach Corporate Sponsor application

Total for additional items from Equipment Reservation Form \$\_\_\_\_\_

Total charges for Conference Exhibit Space \$\_\_\_\_\_

\*\*\*\*\*

The exhibitor and his or her employees or representatives will abide by the policies indicated on the Exhibitors' Information Sheet as a part of this contract.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed name

\_\_\_\_\_  
Title or Position

\_\_\_\_\_  
Date

\*\*\*\*\*

**Please return this Contract for Exhibit Space along with the check by Friday, September 1, 2006.**

**Make check payable to: VIRGINIA DEPARTMENT OF EDUCATION**

**And PLEASE be sure to return it to: Richard L. Schley  
Virginia Department of Education  
P.O. Box 2120  
Richmond, VA 23218-2120**

**The Hotel Roanoke and Conference Center**  
**Customization Order Form**  
**Virginia Educational Technology Leadership Conference**  
**November 29 – December 1, 2006**

Vendor Name:\_\_\_\_\_

<u>EQUIPMENT or ITEM</u>	<u>ITEM AMOUNT</u>	<u>AMOUNT NEEDED</u>
Telephone installation	\$ 50.00	_____
Internet connection (Ethernet)	\$ 40.00	_____
Wireless Internet connection (max 4 nodes @ 11 mbs)	\$ 120.00	_____

Ad in program (\$400.00 per ¼ page ) \_\_\_\_\_

The ad for the conference program must be a black and white ad with the following specifications:

Size – 1/4 page ad (3.5 x 4.5 inches)

Size – 1/2 page ad (7.5 x 5 inches)

Size – Full page (7.5 x 10.5 inches)

Artwork:

Ads may be submitted as high resolution (300 dpi) JPEG file, or as a MAC format QuarkExpress 5.01 (or earlier) document. If sending a Quark file, collect for output and include all fonts.

Burn ad/ads to a CD, include a laser copy of the ad and ship to Richard Schley.

**Total - Contract For Exhibit Space**      \$\_\_\_\_\_

Signed (Vendor)\_\_\_\_\_



See current available space by clicking below:

[Current Vendor Floor Plan](#)

# Corporate Sponsorships

The twelfth annual Virginia Educational Technology Leadership Conference will offer three exciting opportunities for your company. Vendors may select from one of the three levels of corporate sponsorship. Each level of support will allow companies to increase their level of visibility and support for the conference and will reflect the company's interest in Virginia's K-12 public school community.

## **The Bronze Corporate Sponsor (\$1,200.00 fee) will include:**

- One paid conference registration;
- A standard 6' by 8' booth;
- A 1/4 page ad in the conference program;
- Your company name displayed on the break refreshment tables, and;
- Special recognition of your company as a Bronze Corporate Sponsor in the conference program.

## **The Silver Corporate Sponsor (\$2,200.00 fee) will include:**

- One paid conference registration;
- A standard 6' by 8' booth (any area);
- A 1/2 page ad in the conference program;
- Your company name displayed on the break refreshment tables;
- One vendor presentation slot;
- Special recognition of your company as a Silver Corporate Sponsor in the conference program; and,
- Special recognition of you company as a sponsor of the keynote speakers, the forum speaker, or tote bag.

## **The Gold Corporate Sponsor (\$3,200.00 fee) will include:**

- Two paid conference registrations;
- Two standard 6' by 8' booths (any area);
- A full page ad in the conference program;
- One vendor presentation slot;
- Your company name displayed on the break refreshment tables;
- Special recognition of your company as a Gold Corporate Sponsor in the conference program; and,
- Special recognition of your company as a sponsor of the keynote speakers, the forum speaker, or tote bag.

# Corporate Sponsorship Application

Please complete the appropriate section and attach to the Exhibitors Contract.

## The Bronze Corporate Sponsor

**\$1,200.00**

Booth Number \_\_\_\_\_ N/C  
Additional booth @ \$700.00 \_\_\_\_\_  
One paid conference registration; (Name of attendee \_\_\_\_\_) N/C  
A 1/4 page ad in the conference program; N/C

Total \_\_\_\_\_

Please attach your company name to be displayed on the break refreshment tables, and in the conference program.

## The Silver Corporate Sponsor

**\$2,200.00**

Booth Number \_\_\_\_\_ N/C  
Additional booth @ \$700.00 \_\_\_\_\_  
One paid conference registration; (Name of attendee \_\_\_\_\_) N/C  
A 1/2 page ad in the conference program; N/C

Total \_\_\_\_\_

Please attach your company name to be displayed on the break refreshment tables, and in the conference program.

Please attach a completed Vendor Presentation form

Circle to select one of the following conference activities to sponsor:

Tote bag handout                      Keynote Speakers                      Forum Speaker

## The Gold Corporate Sponsor

**\$3,200.00**

Booth Numbers (two are included) \_\_\_\_\_ N/C  
Additional booth @ \$700.00 \_\_\_\_\_  
Two paid conference tickets; (Name of attendees \_\_\_\_\_)  
\_\_\_\_\_ ) N/C  
A full-page ad in the conference program; N/C

Total \_\_\_\_\_

Please attach your company name to be displayed on the break refreshment tables, and in the conference program.

A Vendor Presentation form will be sent to Gold and Silver sponsors with the receipt.

Circle to select one of the following conference activities to sponsor:

Tote bag handout                      Keynote Speakers                      Forum Speaker